

ABSTRACT

A broadcast system (10) includes a broadcast station (20) which broadcasts a program and a broadcast receiving apparatus (31a) which receives the program, wherein the broadcast receiving apparatus (31a) includes a microphone (32d) for marking a specific portion of the received program or an object that appears in the program, a voice recognition unit (107), a time/recognition result table storage unit (106), a transmission unit (108) which transmits tag history information indicating a history concerning the marking to the broadcast unit (20), a mobile terminal (40b) and the like, and the broadcast unit (20) includes an advertisement effect analysis unit (26) which performs an analysis for the program based on the tag history information transmitted from the broadcast receiving apparatus (31a), and a trend check program automatic generation/broadcast unit (27) which automatically generates a trend check program based on the result of the analysis.